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## (54) Transmission and/or reception of signals

(57) A signal is transmitted which includes personalized information including data representing information about specific programs targeted for a specific viewer.

A reception apparatus comprises:

an extraction unit (22, 23, 28) for extracting the data representing the information about the specific programs from the broadcast signal received; and a display

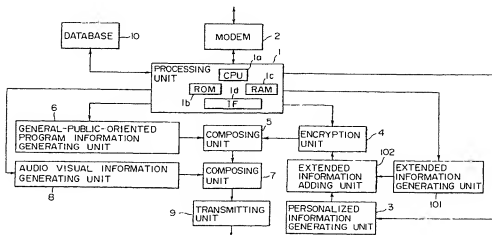
unit (26) for displaying the information about the specific programs on the basis of the data representing the information about the specific programs.

A transmission apparatus comprises:

means (10, 1, 2, 3) for generating the personalised information including the program data; and

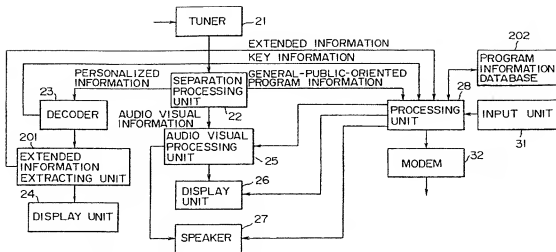
means (7, 8, 9) for combining the personalized information with a broadcast program signal.

FIG. 1



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FIG. 2





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## EUROPEAN SEARCH REPORT

Application Number  
EP 97 30 0047

## DOCUMENTS CONSIDERED TO BE RELEVANT

| Category   | Citation of document with indication, where appropriate, of relevant passages   | Relevant to claim   | CLASSIFICATION OF THE APPLICATION (INCL.6) |
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| A  | * the whole document *  | 2-7,9,11,13,15,17   |  |
| Y  | WO 94 29811 A (SCIENTIFIC ATLANTA)  | 1,8,10,12,14,16   |  |
| A  | * the whole document *  | 2-7,9,11,13,15,17   |  |
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|  |   |   | H04N<br>G06F<br>H04J                       |
| Place of search  |   | Date of completion of the search  | Examiner                                   |
| BERLIN   |   | 17 December 1997  | Greve, M                                   |
| CATEGORY OF CITED DOCUMENTS  |   |   |  |
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